November 18, 2020 at 10:00 a.m.
Via Videoconference and UNC-TV Live Stream
University of North Carolina System Office
Center for School Leadership Development, Room 128
Chapel Hill, North Carolina

AGENDA

THE
UNIVERSITY OF
NORTH CAROLINA
SYSTEM

MEETING OF THE BOARD OF GOVERNORS
Committee on Historically-Minority Serving Institutions

DRAFT MINUTES

September 16, 2020
University of North Carolina System Office
Via Videoconference and UNC-TV Live Stream

This meeting of the Committee on Historically Minority-Serving Institutions was presided over by Chair Darrell Allison. The following committee members, constituting a quorum, were also present: R. Doyle Parrish, James L. Holmes, Jr., Kellie Hunt Blue, and Reginald Ronald Holley.

Chancellors participating were Johnson Akinleye, Karrie Dixon, and Elwood Robinson.

Staff members present included Timothy Minor and Blake MacIver, from the UNC System Office.

1. **Call to Order and Approval of OPEN Session Minutes (Item A-1)**

The chair called the meeting to order at 1:30 pm on Wednesday, September 16, 2020, and called for a motion to approve the open session minutes of June 11, 2020.

MOTION: Resolved, that the Committee on Historically Minority-Serving Institutions approve the open session minutes of June 11, 2020, as distributed.

Motion: Reginald Ronald Holley
Motion carried

Roll Call Vote	
Allison	Yes
Doyle Parrish	Yes
Holmes	Yes
Blue	Yes
Holley	Yes

2. **Activities and Reports (Item A-2)**

Chair Allison called upon Timothy Minor to review activities and reports of the Historically Minority-Serving Institutions Committee. Mr. Minor provided updates regarding the historically minority-serving institutions since its June meeting and briefly detailed the committee's charge during the preceding months.
The chair called upon representatives of each of the six historically-minority serving institutions to provide updates on their respective COVID-19 Collaborative projects. Representatives included Dr.

Kuldeep Rawat, of Elizabeth City State University; Dr. Afua Arhin, of Fayetteville State University; Dr. Deepak Kumar, of North Carolina Central University; Dr. William J. Puentes, of University of North Carolina at Pembroke; Dr. Erin Lynch, of Winston-Salem State University; and Dr. Timothy Linker, of North Carolina A&T State University. Each of the representatives provided key focus areas of their respective projects, desired goals and outcomes, targeted audiences, the number of targeted counties, initial results, and direct impact to their stakeholders.

Three HMSI vice chancellors also echoed how appreciative they are for receiving this Collaboratory funding opportunity to actively engage in COVID-19-related research, programs, and activities, which impact their students, faculty, staff, communities, and surrounding counties, as well as underrepresented populations throughout the state. All Collaboratory projects are ongoing and are scheduled to be completed by December 30, 2020.

The chair called upon Mr. Minor to introduce Blake MacIver to provide implementation results and progress of the Constituent Relationship Management (CRM) software. Mr. MacIver announced that four out of five institutions are now live on the new databases and are already seeing positive results. The four schools include University of North Carolina at Pembroke, Fayetteville State University, Elizabeth City State University, and Winston-Salem State University. North Carolina A&T State University will go live in early 2021 upon completion of their current campaign.

Mr. MacIver also provided an update on the Data Mart project and reported that the Advancement office has recently contracted with a fundraising consulting firm called GG+A to develop project plan for Data Mart and expansion of shared services. The timeline for this project runs from September to November 2020. The process of the project will include System-led discovery sessions to document and prioritize needs across the UNC System. Deliverables will include the development of a project plan, a final need analysis report, a request for information (RFI) fit-gap analysis, and a request for proposal (RFP).

Mr. MacIver then asked three HMSI vice chancellors for advancement, who have successfully implemented the CRM software, to provide feedback on their progress. The vice chancellors included Anita Walton, of Elizabeth City State University; Steve Varley, of University of North Carolina at Pembroke; and LaTanya Afolayan, of Winston-Salem State University. Vice Chancellor Walton reported that the CRM has helped Elizabeth City State University (ECSU) to build a stronger foundation for advancement and move ECSU forward with higher efficiency and accountability, as well as stronger fundraising goal attainment. Vice Chancellor Afolayan reported that the CRM has helped Winston-Salem State University increase accessibility to more accurate fundraising data. It has also helped streamline productivity of their smaller advancement team. Vice Chancellor Varley reported how University of Pembroke is witnessing the benefits from the CRM in just a short time especially in obtaining alumni data.

3. **Discussion (Item A-3)**

    Chair Allison opened the floor to the committee for discussion on the activities and reports mentioned.

4. **Adjournment (Item A-4)**

There being no further business, the meeting adjourned at 2:45 pm.

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James L. Holmes, Jr., Secretary

THE
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MEETING OF THE BOARD OF GOVERNORS
Committee on Historically Minority-Serving Institutions
November 18, 2020

AGENDA ITEM

Situation: The committee will provide updates regarding the Historically Minority-Serving Institutions.

Background: The charge of the Committee on Historically Minority-Serving Institutions calls for the creation of at least one report on its work per year. Subject areas covered by the committee, and by the report, include:

- Update on HMSI Marketing Plan
  The committee will discuss a proposed marketing partnership between the committee, UNC-TV, the UNC System Office, and the Historically Minority-Serving Institutions in the UNC System. The proposed marketing partnership is the continuing work of the 2019-2020 fiscal year marketing efforts, which created the historic *Focus on the Future: Innovations at NC's Historically Minority-Serving Institutions* leadership roundtable and marketing vignettes for each of the HMSI universities.

- Presentation of the Advancement Data Modernization and Shared Services Scope
  The committee will hear a presentation by representatives from the consulting firm Grenzebach Glier & Associates, Inc. (GG+A), which provides a technical assessment and strategic approach to implementing the common data platform and shared services for the HMSI universities.

Assessment: These discussions will guide the future work of the committee.

Action: This item is for information only.

HMSI MARKETING PLAN

November 18, 2020

Samantha Hargrove,

Director of Marketing Communications

Agenda

- HMSI Marketing Status
- Funding Opportunity
- Partnership with UNC-TV
- Anticipated Timeline

THE **UNIVERSITY** OF
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HMSI Marketing & Branding

THE NEED

- Limited resources
- Competing budget priorities
- Greater exposure and increased engagement

The HMSI Roundtable panelists include three UNC System leaders and six HMSI chancellors.

Focus on the Future- HMSI (1022)
from UNC System

FOCUS ON THE FUTURE

NORTH CAROLINA'S HISTORICALLY MINORITY-SERVING INSTITUTIONS

01:30

vimeo

THE UNIVERSITY OF NORTH CAROLINA SYSTEM

UNC TV
Public Media North Carolina

Funding Proposal

THE OPPORTUNITY

Z. Smith Reynolds Foundation Grant
- Proposal submitted in July 2020
- $225,000 budget request
  - HMSI/UNC-TV televised program
  - Integrated marketing and communications plan
- Award notification, week of November 23

HMSI Marketing & Branding

THE GOAL

Elevate HMSI's impact to the state

- Develop content-rich, unique and compelling stories
  - *Access to Excellence*
  - *Alumni success and community partnerships*
  - *COVID-19 response to health crisis*
- Integrate marketing and communications for digital platforms
- Identify and target a statewide audience
- Measure and evaluate awareness
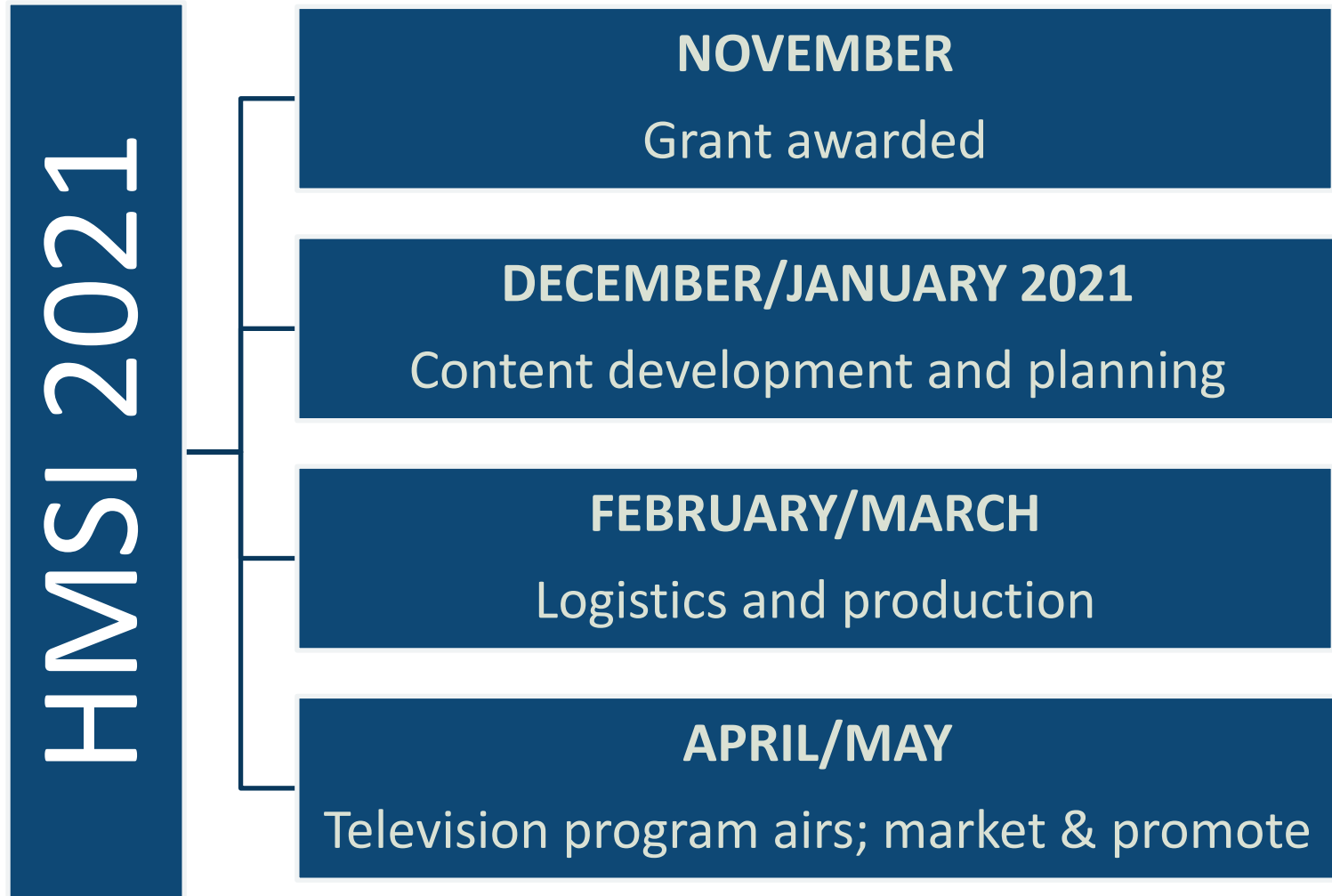
THE **UNIVERSITY** OF
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Anticipated Timeline

HMSI 2021

NOVEMBER

Grant awarded

DECEMBER/JANUARY 2021

Content development and planning

FEBRUARY/MARCH

Logistics and production

APRIL/MAY

Television program airs; market & promote

THANK YOU!

QUESTIONS?

UNIVERSITY ADVANCEMENT
DATA MODERNIZATION UPDATE

November 18, 2020

Blake MacIver, Assistant Vice President

Shared Services Model
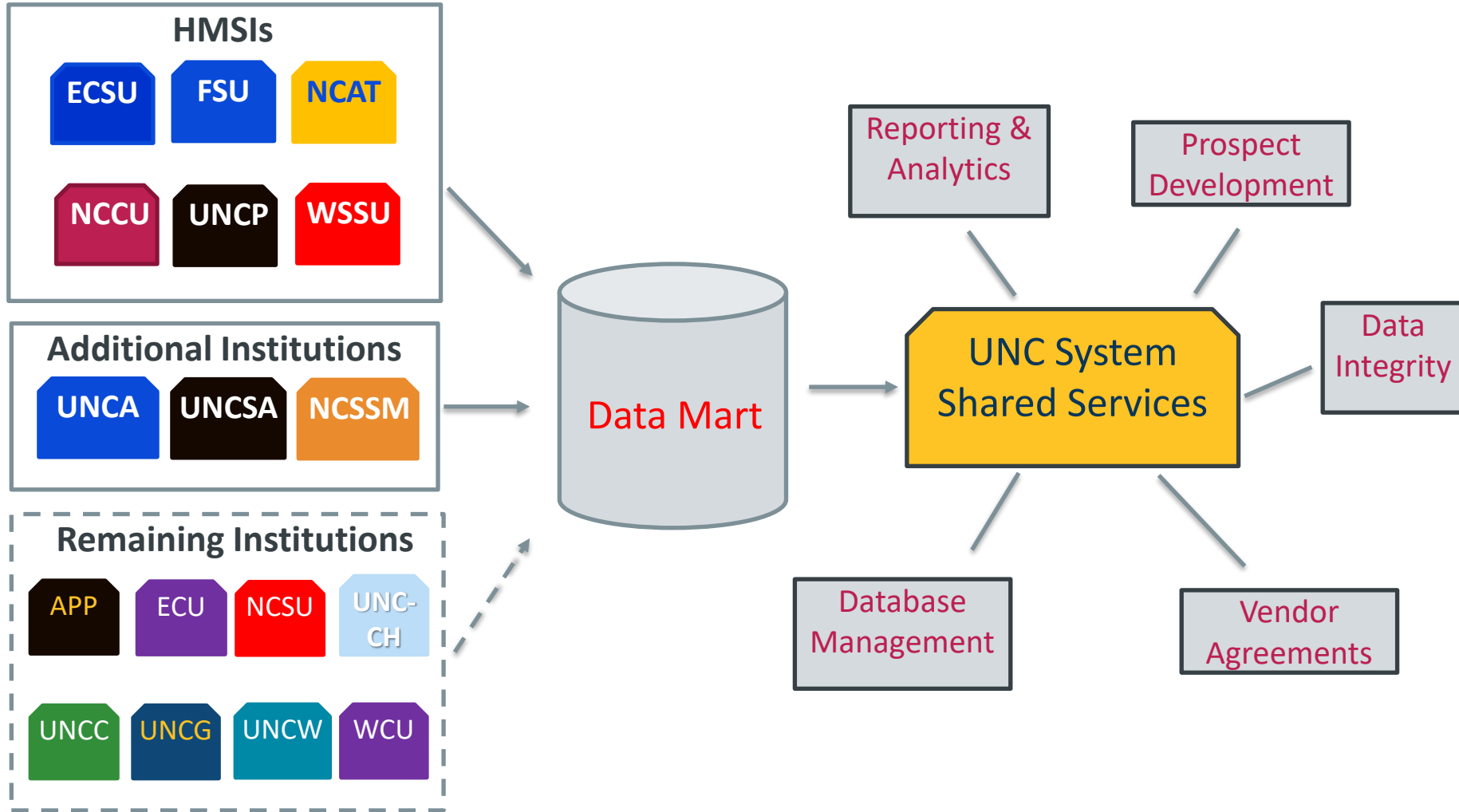
Project Status

❖ Contracted with fundraising consulting firm, GG+A, to develop project plan for data mart and expansion of shared services

❖ Consulting Timeline
  ❖ September to December 2020

❖ Deliverables
  ❖ Consultant/UNC System-led discovery sessions to document and prioritize needs across the UNC System
  ❖ Needs Analysis Report on data mart and shared services
  ❖ Formalize the project scope and develop a project plan
  ❖ Conduct RFI fit-gap analysis with potential vendors
  ❖ Create an RFP for build out and maintenance of data mart

Reporting and Analytics Shared Services Needs

Analysis Project Status

November 2020

Agenda
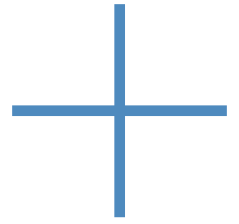
+ Project Goals and Objectives

+ Progress to Date

+ Shared Services Visioning

+ Implementation Partner Short-list

+ Next Steps

Project Goals and Objectives
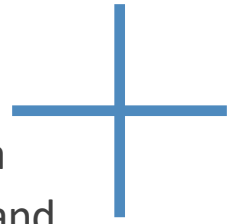
Development Strategy and Operations will define the metrics, analytics, and data capabilities required for delivering upon the need to provide more cost efficient and high-quality shared services to the system campuses.

+ Identify a set of Advancement-related Shared Services

    ▪ Builds upon lessons learned from existing shared services

    ▪ Extends value of recently implemented software at smaller campuses

+ Document requirements for a Common Data Platform (CDP)

    ▪ Aligns with existing System Office technology

    ▪ Enable operations for high priority shared services

+ Issue a Request for Information (RFI)

   ▪ Will help identify implementation and software partner finalist

Progress to Date
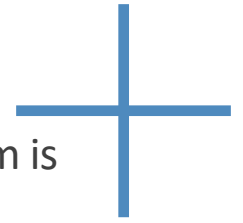
The project's primary information gathering activities are complete, and the team is working towards an end of year completion.

+ Current state analysis complete

+ Vice Chancellor visioning and prioritization complete

+ Initial functional subject matter expert workshops held

+ Initial campus technical expert / System Office IT workshops held

+ Implementation partner short-list identified; vetting continues

+ Request for Information in process

  ▪ Shared-services strategic alignment

  ▪ Proposed architecture blueprint

  ▪ Detailed data models

 ▪ Critical phase one dashboards, reports, and extracts

Shared services visioning
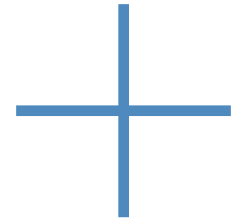
Vice Chancellors determined the shared services they felt would enable:

(a) increased efficiencies and reduced costs;

(b) a better work product (following industry best practices);

(c) be likely to be implemented on campus

+ **Annual giving segmentation / list building**

+ **Gift Processing (e.g. lockbox, transaction processing & bio-updates)**

+ **Donor Relations and Stewardship**

+ **Operational reporting / ad-hoc queries**

+ Donor survey and insights lab

+ Institutional benchmarking and comparison

+ Portfolio optimization & predictive modeling

+ Fundraiser coaching, mentoring and training

+ Corporate relations coordination

Bold indicates phase 1 priorities

Annual Giving Lifecycle Shared Services
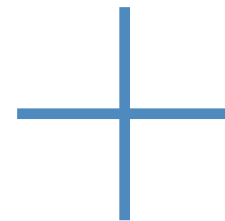
Top-three shared services actually cover a significant amount of the range of data that will be represented in the final datastore.

Annual Giving / Direct Response

- Collaborate with campuses for annual planning of the direct response giving strategies. Includes System-wide calendar, assistance with creative / copy writing of appeals, coordination/execution of direct mail, call center, and digital solicitations. Will include constituent segmentation, modeling and list generation, reply device design, as well as post-appeal effectiveness analysis.

Gift Processing

- Centralized services for processing inbound direct response gifts. System staff will perform or manage outsourced third-party lockbox services including receiving gifts, processing the gifts into the system of record (e.g. RE NXT), managing fund setups in the system, updating necessary biographic data, depositing the funds and scanning documentation. Reconciliation reporting completes this service.

Stewardship & Donor Relations

- Staff and manage a 'donor engagement center' to receipt direct response gifts and handle inbound help desk calls from Donors or staff. Will also coordinate the development and execution of a standard, rules-based acknowledgement process, including the collaborative development of common and bespoke donor impact and thankfulness language, letters and e-mails. Execution occurs on campus.

Implementation Partner Short-List
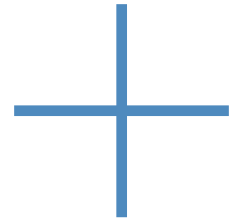
GG+A and the System Office have been identifying and vetting potential implementation partners to form a short-list for invitation for more information. It is possible (likely) more than one firm will provide software and/or services.

More services than software

ZURI GROUP

Hylaine

interworks

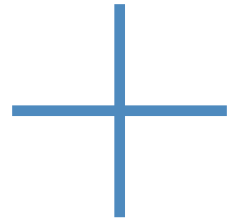**Combination of software and services**

PURSUANT.

Jca

More software than services

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Next Steps

November

+ Document Requirements
  - Common Data Platform Architecture elaboration
  - Dimensional Data Models
  - Critical Phase 1 Reports and Extracts

December

+ Issue Request for Information (RFI)

January

+ Evaluate Results and Proceed to RFP & Selection